

Please amend the present application as follows:

Specification

The following is a copy of Applicant's specification that identifies language being added with underlining ("___") and language being deleted with strikethrough ("—"), as is applicable:

Page 10, line 16 through page 11, page 4.

Once the pertinent data modules have been determined by the web page generation module 216, the web page generation module prepares the data modules for inclusion in one or more web pages, as indicated in block 306. Typically, this step comprises determining the appropriate location (*e.g.*, which web page) for each data module as well as formatting the modules to satisfy predetermined aesthetic requirements. After the data modules have been prepared, the web page generation module 216 creates the one or more personalized web pages, as indicated in block 308. By way of example, this process can entail populating web page shells with the data modules that have been determined to be relevant to the customer. At this point, the web page(s) can be made accessible to the customer, as indicated in block 310. Typically, this step involves ~~posting~~posting the web page(s) on the Internet and, more particularly, the WorldWide Web.